



**CITY OF JACKSON**  
**MAYOR & BOARD OF ALDERMEN STUDY SESSION**  
**Monday, August 05, 2024 at 6:15 PM**  
**Board Chambers, City Hall, 101 Court St.**

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**AGENDA**

**DISCUSSION ITEMS**

1. Presentation of the UJRO Wayfinding Signage Plan
- [2.](#) Presentation of the SafeAcross Program
3. Discussion of previously tabled items (unspecified)
4. Additional items (unspecified)

Posted on 08/02/2024 at 4:00 PM.



# City of Jackson

**TO:** Mayor and Board of Aldermen

**FROM:** Janet Sanders, Director of Public Works

**DATE:** August 1, 2024

**RE:** SafeAcross Program – Pedestrian Safety

In a previous study session related to replacing uptown pedestrian signage, I provided the attached flyer on the SafeAcross program developed by the City of Springfield and embraced by MODOT. The program was developed as an up-beat way to encourage proper use of crosswalks by both drivers and the pedestrians using them. The program's goal is to increase pedestrian safety at crosswalks through Education, Engineering, Evaluation, Enforcement, and Encouragement.

Literature provided by the program indicates an average cost of implementation in the \$15,000-\$17,000 range. At the present time, there is a possibility of obtaining funding from MODOT for this program's implementation which could result in a relatively minimal cost to the city. One item in particular that the funding would not cover is the required transition of existing yellow pedestrian crossing signs to the newer florescent yellow green (FYG) color. Street Department Foreman Danny Youngerman offered the option of re-facing our existing signs rather than purchasing new signs to meet this requirement.

At Monday's meeting, a short video detailing the highlights of the program will be presented. If there is enough interest by the Board in pursuing this program, I will pursue the potential funding opportunity and, if successful, take the next steps to implement the program.

If you have questions, please feel free to contact me at 573-243-2300 x 2031 or [jsanders@jacksonmo.org](mailto:jsanders@jacksonmo.org).

# How To Make Your Crosswalks Safe:

## *A Free Pedestrian Safety Kit For Missouri Communities*

Over the past 10 years, the number of pedestrians killed has skyrocketed across the nation. Missouri communities tragically lost more than 100 residents in 2022 alone.

One may argue that there is not much that can be done, because many of these crashes involve pedestrians “jaywalking,” crossing a major roadway at random places.

However, a stark reality is that most of our car-centric infrastructure does not offer sufficient and safe crossing opportunities. Another problem is that many drivers may not yield to pedestrians in crosswalks.

A program has been developed in Missouri to assist with this problem. The SafeAcross program is a comprehensive pedestrian safety campaign that trains drivers to notice crosswalks and yield. The SafeAcross program uses the neon yellow “Mr. Walker” statue installations and crosswalk compliance studies to help normalize yield behavior.

The SafeAcross toolkit offers extensive resources to educate the public and help pedestrians regain confidence in crosswalks. The campaign also includes resources for traffic safety education for schools, crosswalk enforcement, engineering solutions and more.

The creation of SafeAcross was funded by the Missouri Department of Transportation. The Save MO Lives initiative has set aside \$15,000 to help Missouri communities implement the SafeAcross program. The funds help pay for the Mr. Walker statues and educational outreach and there is no local match required!

SafeAcross is based on Springfield’s SGF Yields program. Since the



Crosswalk and compliance studies help normalize yield behavior.

program launched in 2017, local driver compliance at crosswalks has increased 100% and pedestrian crash numbers have stabilized in Springfield. SGF Yields was recognized with a 2021 Missouri Municipal League Innovation Award and has been recognized by the U.S. Department of Transportation as a noteworthy Safe System Approach practice. Springfield staff is glad to share

their safety program with you - just go to [www.safeacross.com](http://www.safeacross.com) and submit an interest form.

Together, we can reduce traffic fatalities in Missouri. Visit [www.safeacross.com](http://www.safeacross.com) or scan the QR code below to learn more about the SafeAcross program.



Above: Scan the QR code to learn more about SafeAcross. Right: Mr. Walker statue.



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